

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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Applicants: Hubbard et al.

Examiner: Duran, Arthur D.

Title: SYSTEM AND METHOD FOR PRESENTING
MARKETING CONTENT ON A WEB PAGE

Docket No.: CA920000060US1
(IBMR-0111)

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT

Sir:

This paper is being filed in response to the Office Action dated June 30, 2008. Please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims that begins on page 2 of this paper.

Remarks begin on page 6 of this paper.